

ABSTRACT

[00339] An intelligent financial card system, process and article that allows more secure E-commerce transactions with Internet merchants by avoiding the transfer of financial card information to the merchants, while at the same time advantageously employing portions of infrastructure already used in conventional financial card E-commerce transactions. The intelligent financial card verifies itself and acts as its own transaction authorization agent during an E-commerce transaction, thus eliminating the need for a third-party transaction authorization agent and resultant costs to the merchant. The intelligent financial card better protects a merchant against fraudulent E-commerce transactions by providing a customer identity verification system that more reliably verifies that the person using financial card information for the E-commerce transaction is the actual person authorized to do so.